

REP HEADLINE# 6217732 TRF# E:120703 REP: TEL# 703-516-9399 FAX# 703-516-9680
 \$\$\$ MOD# 1: UNAPPROVED REV #2 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! AUG2/12 15.13
 ORDER WORKSHEET HARRIS REPORT FROM REP *** WSPA-TV ***
 CHANGES

ADV # ADV. NAME POLI/P MCCRORY/R/GOV/NC REP. # OFF. # SALESMAN #
 AGY # AGY. NAME SMART MEDIA GROUP BUYER NAME MICHELE BROOKS
 814 KING STREET, SUITE 400 SALES PRSN WA- MICA HANSEN (H)
 ALEXANDRIA, VA 22314
 ORDER # CONTRACT # 6217732 CLASS: NATL. LOCAL REGIONAL
 PRDCT MCCRORY 4 NC GOV EST# COMMENTS: (LINE, ORDER, INVOICE)
 FLIGHT DATES AUG6/12 AUG12/12 WK-1
 CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG2/12 15.13

REP: REVISION 8/2
 APPROVED BLANK DARE REVISION TO UNLOCK, NO CHANGES
 TOTAL SAME, PLEASE CONFIRM
 THANKS! ASHLEY FOR MICA

STA:
 CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 SMART MEDIA GROUP SUBSCRIBES TO SPOTDATA ELECTRONIC INVOICING
 *****IDB# 1046*****
 PAT MCCRORY FOR NC GOVERNOR

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS
AGENCY ADVERTISER CODE = MCCRO AGENCY PRODUCT CODE = ORDR AGENCY EST# = 806812												

NO BUYS TO PRINT
 AUG/12 39000.00
 CONTRACT TOTAL 39000.00
 TOTAL SPOTS 14

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AUG2/12 15.13
*** WSPA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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MARKET TOTALS \$494,155 WSPA 30% WLOS 46% WYFF 16% WHNS 8% WYCW 0% WMYA 0% CABL 0%
WNEG 0%

ACCURATE SHARES FOR COMBO ORDERS

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 381 Issue 1



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Copy

Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 39000	Campaign Ref: E:120703009
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /806812	Sales Rep: HRP Washington, DC
Schedule Dates: 08/06/12 to 08/12/12	Weeks: 1	Order Ref: 06217732
Est./PO Number: 06217732	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

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Product: McCrory 4 NC Gov	Booking Group: WSPA	39000
Demographic: (L) Household	Order:	Key Market: Greenville Spartanburg Asheville

Ref	Sales Product Details	Rate	Spot Type	08/06	Total	Cost
1	Fri 10p ET / 9p CT Blue BloodsF..	2500	30 Comme	1	1	2500
8	Sun 1030a ET / 930a CT Face The NationS	400	30 Comme	1	1	400
9	Sun 7p ET / 6p CT 60 MinutesS	2500	30 Comme	1	1	2500
10	Sun 9a ET / 8a CT CBS Sunday Morning NewsS	400	30 Comme	2	2	800
11	Sun 9a ET / 8a CT CBS Sunday Morning NewsS	800	60 Comme	1	1	800
12	Sun 9p ET / 8p CT 3S	2500	30 Comme	1	1	2500
13	Thu 10p ET / 9p CT Person Of InterestS	3500	30 Comme	1	1	3500
Weekly Totals:		Total Spots(Ord Spots)		14	14	

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 381 Issue 1



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Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 39000	Campaign Ref: E:120703009
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /806812	Sales Rep: HRP Washington, DC
Schedule Dates: 08/06/12 to 08/12/12	Weeks: 1	Order Ref: 06217732
Eel/PO Number: 06217732	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	08/06	Total	Cost
18	Tue 10p ET / 9p CT Person Of Interest .T....	2500	30 Comme	1	1	2500
22	Tue 8p ET / 7p CT NCIS .T....	4000	30 Comme	1	1	4000
23	Tue 8p ET / 7p CT NCIS .T....	8000	60 Comme	1	1	8000
24	Tue 9p ET / 8p CT NCIS Los Angeles .T....	3000	30 Comme	1	1	3000
25	Tue 9p ET / 8p CT NCIS Los Angeles .T....	6000	60 Comme	1	1	6000
29	Wed 8p ET / 7p CT Big Brother ..W...	2500	30 Comme	1	1	2500
Weekly Totals:		Total Spots(Ord Spots)		14	14	

Grand Totals		Month 8 Weeks: 4
Totals		08/06
Spots	14	14
Cost	39000	39000

Grand Totals: Spots: 14

<u>Gross Total:</u>	<u>39,000.00</u>
<u>Commission:</u>	<u>5,850.00</u>
<u>Net Total:</u>	<u>33,150.00</u>

FAX# 703-516-9680
CREDIT RISK !!
HARRIS REPORT FROM REP AUG1/12 15.14
CHANGES *** WSPA-TV *****

REP. # OFF. # SALESMAN #

SALES PRSN WA- MICA HANSEN (H)

SALES PRSN WA- MICA HANSEN (H)

	CLASS: NATL.	LOCAL	REGIONAL
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(CE)

[illegible]

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG1/12 15.14

REVISED ORDER
ZEROED LNS 2-7, 14-17, 19-21, 26-28, 30, 31
ADDED LNS 32-33
NEW TTL 39000
PLS CFM
THANKS, MIKE FOR MICA

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

SMART MEDIA GROUP SUBSCRIBES TO SPOTDATA ELECTRONIC INVOICING
*****IDB# 1046*****

PAT MCCRORY FOR NC GOVERNOR

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = MCCRO	AGENCY EST# = 806812
AGENCY PRODUCT CODE = ORDR	

2	S	300P-400P	30	\$350.00	8/10	8/10	0	FRI	
PROGRAM : LETS MAKE A DEAL									
RA35+ : 2.7									
CON COM1: LETS MAKE A DEAL									

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP AUG1/12 15.14
CHANGES *** WSPA-TV *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3	S		400P-500P	30		\$350.00	8/10	8/10	0		FRI	0
PROGRAM : JUDGE JUDY RA35+ : 4.8 CON COM1: JUDGE JUDY												
4	S		400P-500P	60		\$700.00	8/10	8/10	0		FRI	0
PROGRAM : JUDGE JUDY RA35+ : 4.8 CON COM1: JUDGE JUDY												
5	S		300P-400P	30		\$350.00	8/6	8/6	0		MON	0
PROGRAM : LETS MAKE A DEAL RA35+ : 2.7 CON COM1: LETS MAKE A DEAL												
6	S		400P-500P	30		\$350.00	8/6	8/6	0		MON	0
PROGRAM : JUDGE JUDY RA35+ : 4.8 CON COM1: JUDGE JUDY												
7	S		400P-500P	60		\$700.00	8/6	8/6	0		MON	0
PROGRAM : JUDGE JUDY RA35+ : 4.8 CON COM1: JUDGE JUDY												
30	S		1000P-1100P	30		\$3,500.00	8/9	8/9	0		THU	0
PROGRAM : PERSON OF INTEREST RA35+ : 11.2 ORD COM1: PROGRAM CHANGES THIS IS A MAKE-GOOD FOR AUG9 ON LINE-13 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR AUG7 ON LINE-18 FOR 1 SPOT/WK												
31	S		1000P-1100P	30		\$2,500.00	8/7	8/7	0		TUE	0
PROGRAM : PERSON OF INTEREST RA35+ : 11.2 ORD COM1: PROGRAM CHANGES PART OF A MAKEGOOD MADE UP OF LINES 30-31												

FAX# 703-516-9680
K!!!
FROM REP AUG1/12 15.14
CHANGES *** WSPA-TV *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
14	S		300P-400P PROGRAM : LETS MAKE A DEAL RA35+ : 2.7 CON COM1 : LETS MAKE A DEAL	30		\$350.00	8/9	8/9	0		THU	0
15	S		300P-400P PROGRAM : LETS MAKE A DEAL RA35+ : 2.7 CON COM1 : LETS MAKE A DEAL	60		\$700.00	8/9	8/9	0		THU	0
16	S		400P-500P PROGRAM : JUDGE JUDY RA35+ : 4.8 CON COM1 : JUDGE JUDY	30		\$350.00	8/9	8/9	0		THU	0
17	S		400P-500P PROGRAM : JUDGE JUDY RA35+ : 4.8 CON COM1 : JUDGE JUDY	60		\$700.00	8/9	8/9	0		THU	0
19	S		300P-400P PROGRAM : LETS MAKE A DEAL RA35+ : 2.7 CON COM1 : LETS MAKE A DEAL	30		\$350.00	8/7	8/7	0		TUE	0
20	S		400P-500P PROGRAM : JUDGE JUDY RA35+ : 4.8 CON COM1 : JUDGE JUDY	30		\$350.00	8/7	8/7	0		TUE	0
21	S		400P-500P PROGRAM : JUDGE JUDY RA35+ : 4.8 CON COM1 : JUDGE JUDY	60		\$700.00	8/7	8/7	0		TUE	0
26	S		300P-400P PROGRAM : LETS MAKE A DEAL RA35+ : 2.7 CON COM1 : LETS MAKE A DEAL	30		\$350.00	8/8	8/8	0		WED	0

REP HEADLINE# 6217732 TRF# E:120703
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG1/12 15.14
 *** WSPA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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27	S		400P-500P	30		\$350.00	8/8	8/8	0		WED	0
PROGRAM : JUDGE JUDY												
RA35+ : 4.8												
CON COM1: JUDGE JUDY												

28	S		400P-500P	60		\$700.00	8/8	8/8	0		WED	0
PROGRAM : JUDGE JUDY												
RA35+ : 4.8												
CON COM1: JUDGE JUDY												

32	A		1000P-1100P	30		\$3,500.00	8/9	8/9	1		THU	1
PROGRAM : MENTALIST												
CON COM1: MENTALIST												

33	A		1000P-1100P	30		\$2,500.00	8/7	8/7	1		TUE	1
PROGRAM : UNFORGETTABLE												
CON COM1: UNFORGETTABLE												

AUG/12 39000.00 CONTRACT TOTAL 39000.00
 TOTAL SPOTS 14

MARKET TOTALS \$494,155 WSPA 30% WLOS 46% WYFF 16% WHNS 8% WYCW 0% WMYA 0% CABL 0%
 WNEG 0%

ACCURATE SHARES FOR COMBO ORDERS
 SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE